

215-SA-07

W. Hardy 5/17/07



CORPORATE CENTER  
AT DC RANCH

**COMPREHENSIVE  
SIGN PROGRAM**

Prepared for  
LGE and The City of Scottsdale

Date: 04/20/07

Thinking Caps



407 west osborn rd (upstairs)  
phoenix arizona 85013  
602•495•1260

All locations depicted are conceptual and for diagram only. Exact building signage, access, and directory will be revised based on the actual site plan.

MASTER SITE PLAN  
PROJECT SIGNAGE LOCATIONS



# PROJECT SIGN SPECIFICATIONS DESIGN CRITERIA AND REGULATIONS

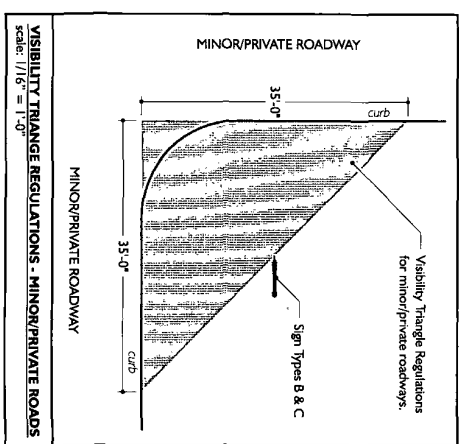
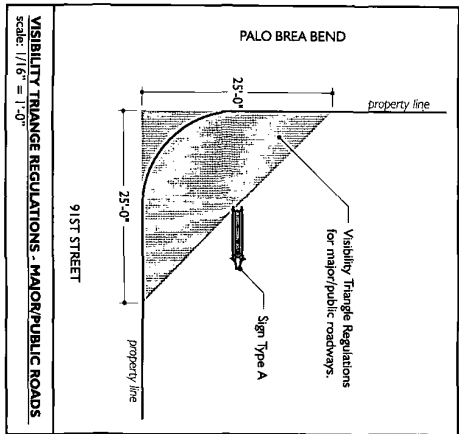
## PROJECT SIGNAGE

### General Regulations for all project signage:

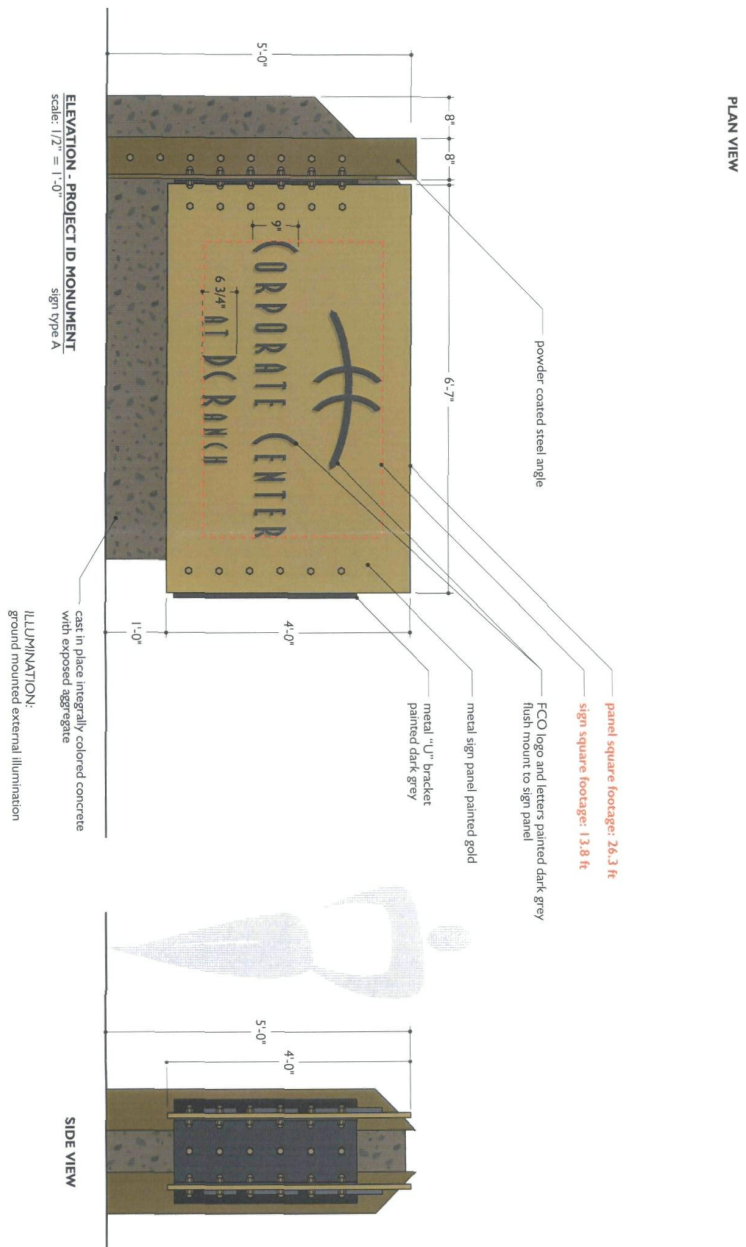
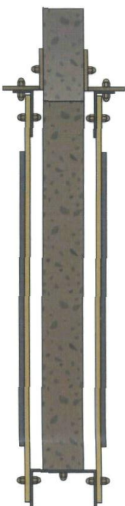
- Must follow The City of Scottsdale Sign Ordinance.
- Sign locations to be approved by owner.
- Approved by owner before fabrication and installation.
- Must follow design guidelines expressed on the following pages.
- Signage located on a public roadway must be reviewed by City of Scottsdale Sign Review Board.
- Signage located on the corner of a major roadway (Palo Brea Bend or 91st Street), must be placed 25'-0" back from both perpendicular property lines, as shown in the drawing below to fall outside of the appropriate visibility triangle for a major roadway.
- Signage located on the corner of project minor/private streets must be placed 35'-0" back from both perpendicular curbs, as shown in the drawing below to fall outside of the appropriate visibility triangle for a minor/private roadway or as directed by property owner.

### Building Address:

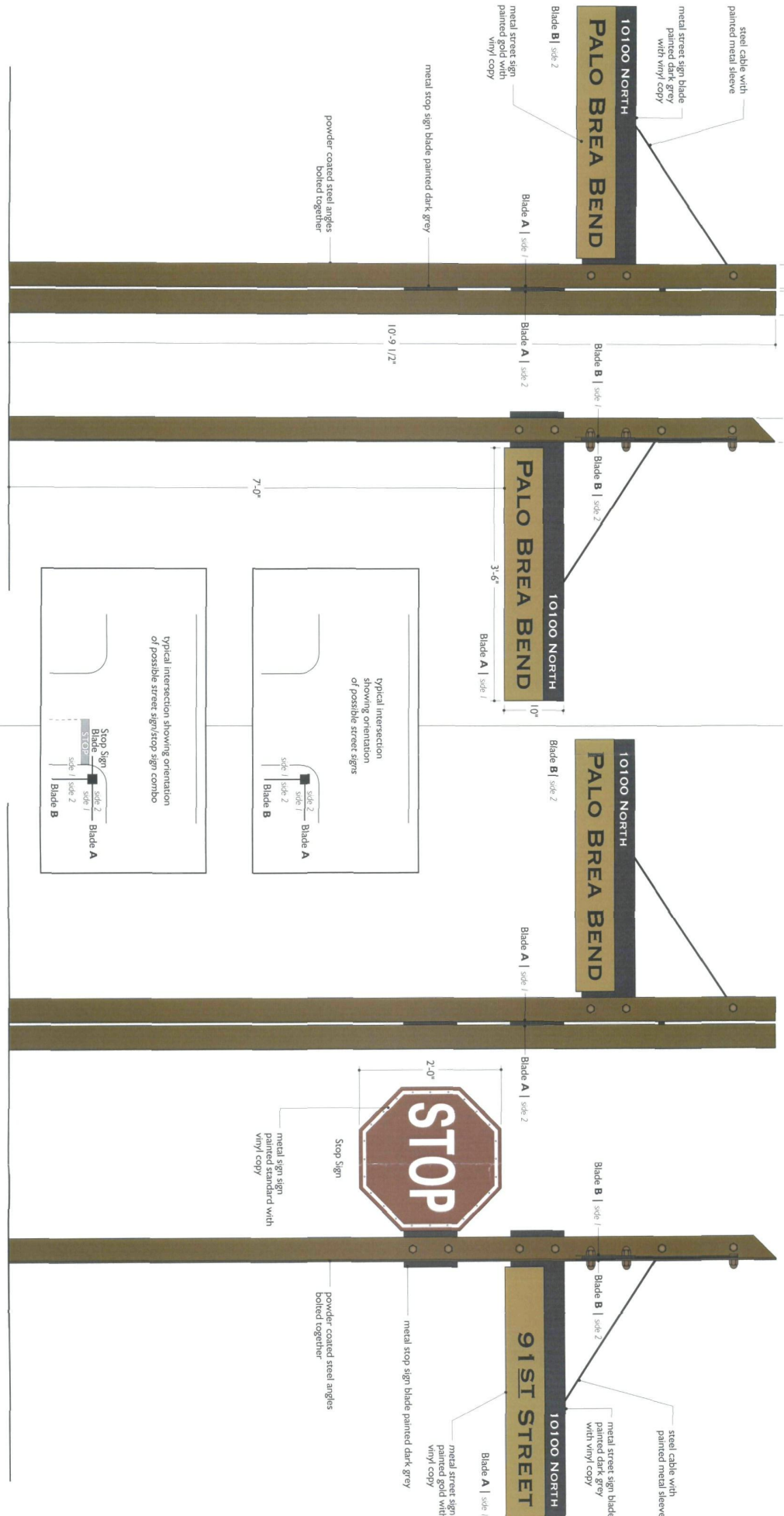
- All building address identification must follow the design criteria shown on page 5, regarding size, color, mounting method, typeface and placement on building (see details of placement on pages 7-11).
- Building address identification must be visible from nearest accessible roadway. If there are accessible roadways at two opposite sides of a building, address identification must be placed on both sides of building.
- Address panels are not to be placed any closer than 1'-0" from roofline.
- Final locations to be approved by owner.



PROJECT SIGN SPECIFICATIONS  
PROJECT ID



PROJECT SIGN SPECIFICATIONS  
PROJECT DIRECTION AND WAYFINDING



ELEVATION - STREET SIGN  
scale: 3/4" = 1'-0" sign type B

ELEVATION - STREET SIGN/STOP SIGN COMBO  
scale: 3/4" = 1'-0" sign type C

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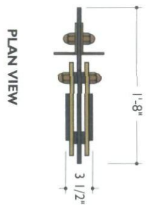


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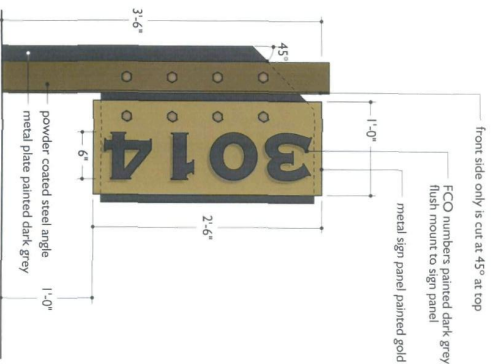
CORPORATE CENTER AT DC RANCH



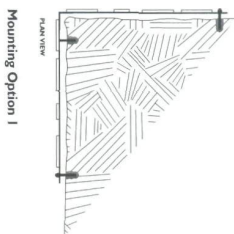
PROJECT SIGN SPECIFICATIONS  
PROJECT DIRECTION AND WAYFINDING



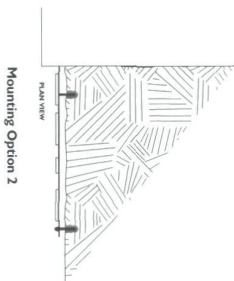
PLAN VIEW



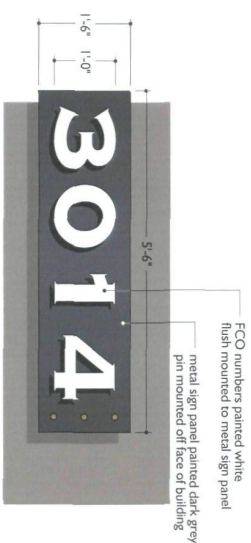
ELEVATION - GROUND MOUNTED BLDG ADDRESS  
scale: 3/4" = 1'-0"



Mounting Option 1



Mounting Option 2



Mounting Option 1

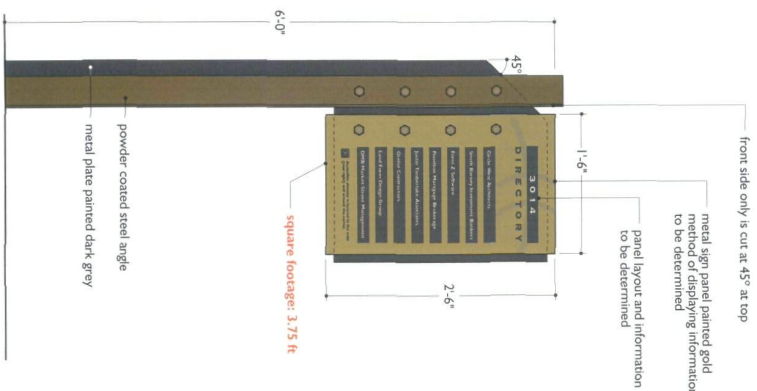


Mounting Option 2

ELEVATION - BUILDING ADDRESS  
scale: 1/2" = 1'-0"



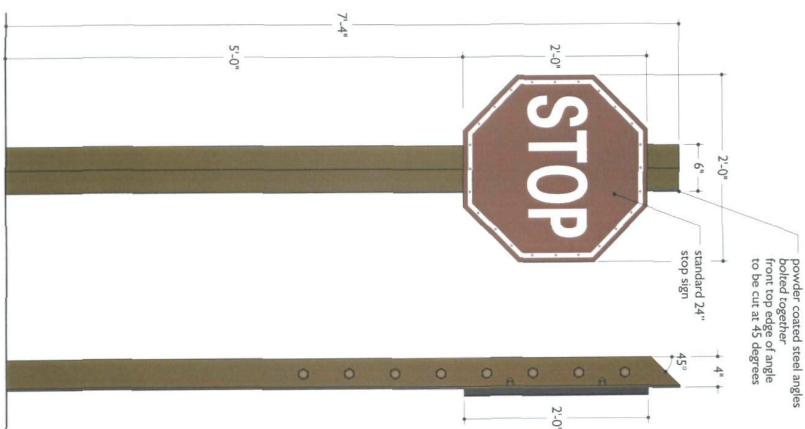
PLAN VIEW



ELEVATION - DIRECTORY SIGN  
scale: 3/4" = 1'-0"



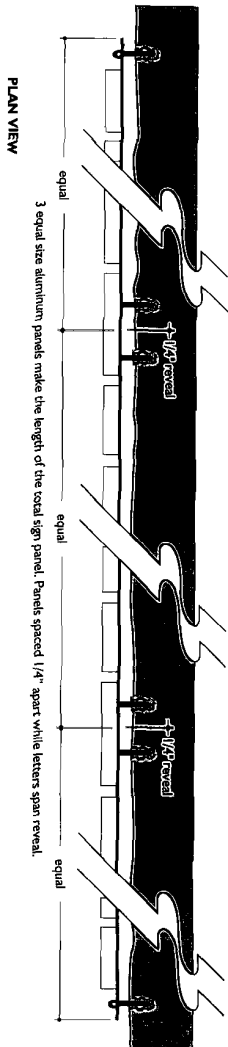
PLAN VIEW



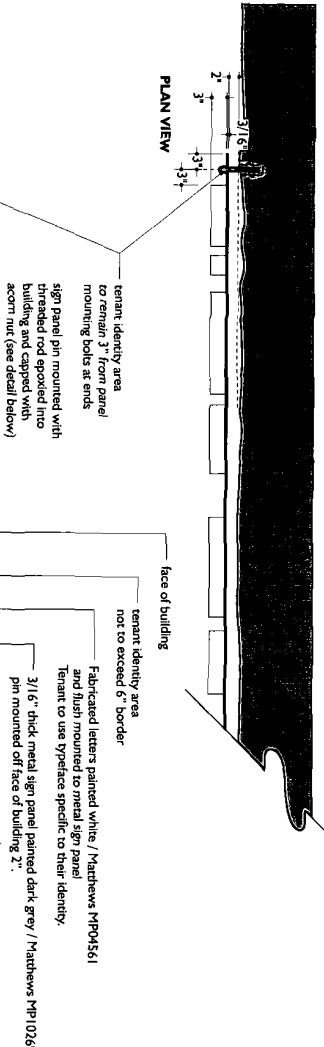
DC RANCH STANDARD REGULATORY SIGN  
scale: 3/4" = 1'-0"



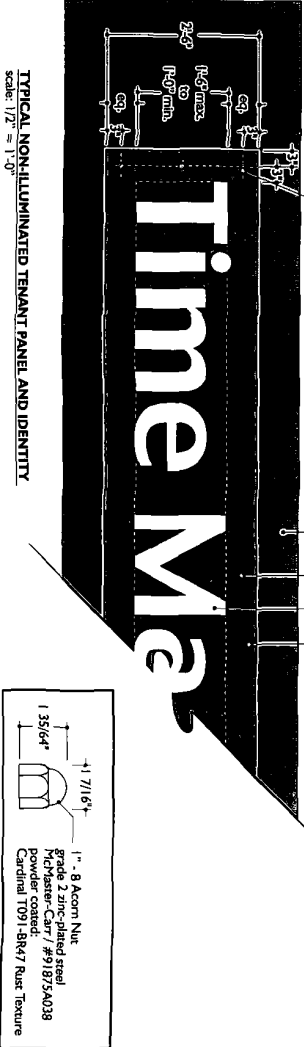
# TENANT SIGN SPECIFICATIONS DESIGN CRITERIA AND REGULATIONS



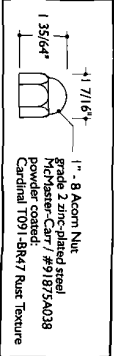
PLAN VIEW



PLAN VIEW



TYPICAL NON-ILLUMINATED TENANT PANEL AND IDENTITY



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## TENANT SIGNAGE

### General Regulations:

- All Tenant signage must follow The City of Scottsdale Sign Ordinance.
- Sign identity is at individual tenant's expense.
- Tenant responsible for obtaining all necessary permits and approvals for identity signage.
- All Tenant signage is to be approved by Landlord/Owner before submittal to City, fabrication and installation.
- Total square footage for total tenant signage per side of building equals 1 1/2 square feet per 1 linear foot of building frontage. Accumulative tenant signage not to exceed this. Panels shown on building elevations, do not exceed allowable square footage under City of Scottsdale Sign Ordinance and are based on building elevations as shown.
- If a building is occupied by more than one tenant, tenants are only allowed one sign on building and sign must be adjacent to space occupied by specific tenant.
- A major tenant can occupy 2 or more sign spaces (with one sign only) as long as total square footage for that side of building is not exceeded. Tenant must obtain permission from Landlord/Owner.
- All corner tenants are to choose one side of building adjacent to space occupied.
- No sign, advertisement, notice or other lettering shall be exhibited, inscribed, painted or affixed on any part of any storefront except as specifically approved in advance in writing by Landlord/Owner and in accordance with City of Scottsdale Sign Ordinance.
- Tenant shall fabricate, install and maintain their own signage subject to the following criteria only:

### Tenant Sign Panel:

- Maximum length of any sign panel not to exceed guidelines as indicated in drawings on pages 7-11.
- Maximum height of sign panel is 2'-6".
- Maximum square footage of signs will be determined by the 2'-6" height and widths as shown in drawings.
- Sign panel to be 3/16" thick aluminum painted dark grey (face and returns) / Matthews MP10269
- Sign panel to be pin mounted off face of building 2" as shown in drawing on this page, using specified method and using specified mechanical attachments. Mechanical attachments at ends are revealed, while all others are concealed. See detail on this page.
- Sign panels to be divided lengthwise into 3 equal sections with a 1/4" reveal or space between each panel. Letters can span across reveal. See detail on this page.

### Tenant Identity/Type:

- Maximum height of typical Tenant Identity is 1'-6" and minimum is 1'-0".
  - Alternate Height: Tenants not able to fit name on one line within given space may have two lines of type, but can not exceed 1'-6" height and are to have a minimum of 2" between lines of type. Must be approved by Owner.
  - Depth of typical letters to be 3".
  - Alternate Letter Depth: Tenants who's identity uses two lines -- letter depth is 1 1/2" minimum for primary letters and 1" for secondary letters.
  - Letters to be fabricated metal, non-illuminated pan structures painted white (face and returns) / Matthews MP04561
  - Letters to be mechanically fastened to sign panel and flush mounted. All fasteners to be concealed.
  - Tenant identity/typeface to be centered within the panel.
  - No logos, other than type, shall be permitted, unless specifically approved by Landlord/Owner in advance in writing.
- Approval Procedures:**
- Two sets of shop drawings shall be submitted to Landlord/Owner for approval.
  - Sign shop drawings must clearly show the location of sign on storefront/elevation, and indicate typeface, color, materials, construction and attachment details.
  - Landlord shall return one set to tenant marked "approval" or "revised and resubmit". If said sign shop drawings are returned without Landlord's approval, they shall be revised and resubmitted to Landlord/Owner for approval.
  - Tenant, or his/her sign contractor shall secure all necessary City of Scottsdale sign permits prior to fabrication and installation of signage.
  - Temporary tenant signage will be permitted in accordance with existing codes and ordinances of the City of Scottsdale and only with Landlord/Owner's approval.

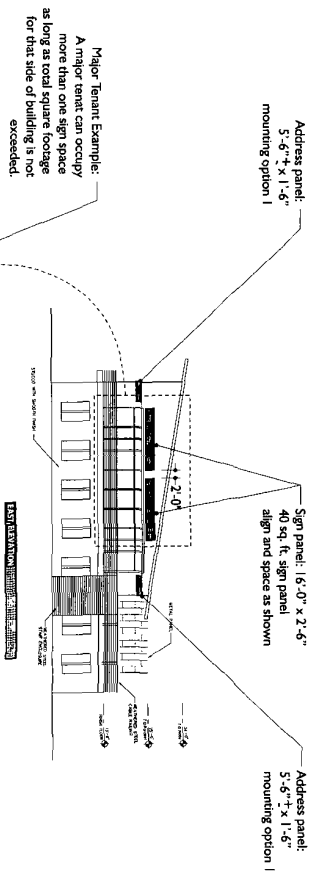
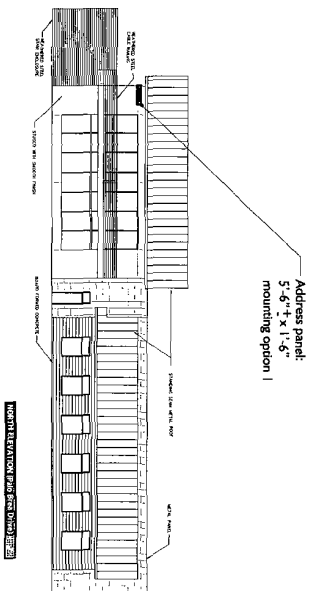
## CORPORATE CENTER AT DC RANCH

Page #: 6 Date: 04/20/07  
Prepared by: KAL

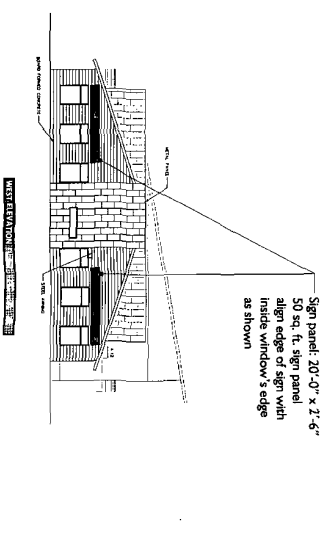
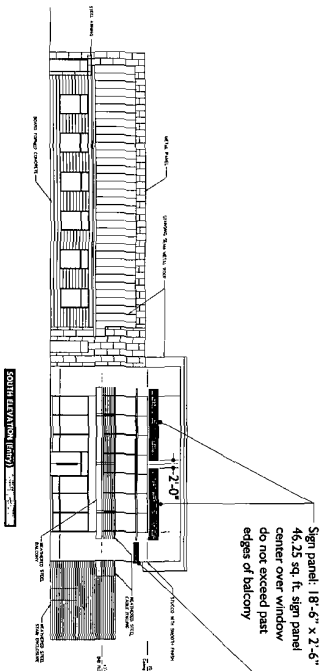
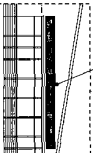
SCHEMATIC DESIGN ONLY  
SHOWN FOR INFORMATIONAL PURPOSES

TENANT SPECIFICATIONS  
VIANET ELEVATIONS

Scale: 1/32" = 1' 0"



Major Tenant Example:  
A major tenant can occupy  
more than one sign space  
as long as total square footage  
for that side of building is not  
exceeded.

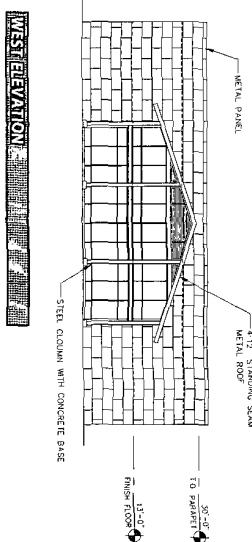
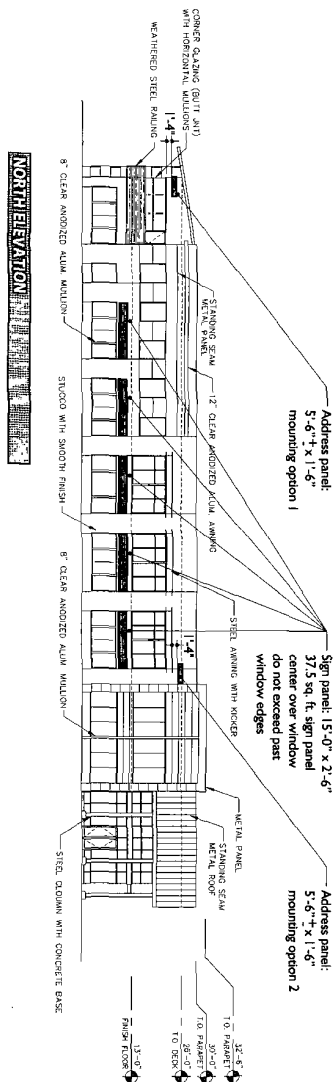




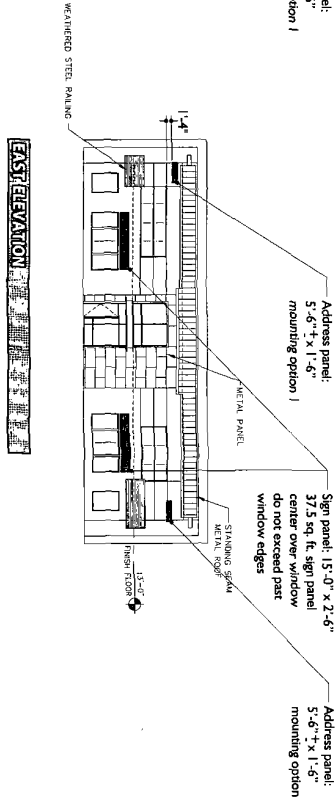
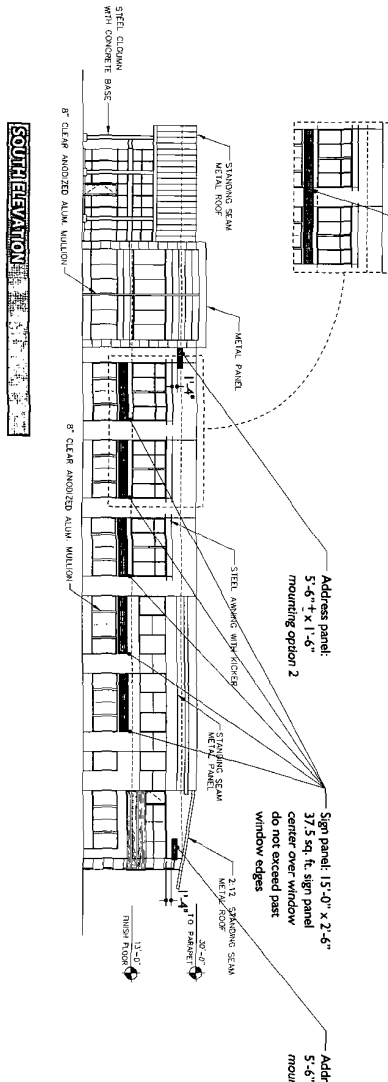
SCHEMATIC DESIGN ONLY  
SHOWN FOR INFORMATIONAL PURPOSES

TENANT SPECIFICATIONS  
MEDICAL OFFICE ELEVATIONS

Scale: 1/32" = 1' 0"



Major Tenant Example:  
A major tenant can occupy more than one sign space as long as total square footage for that side of building is not exceeded.



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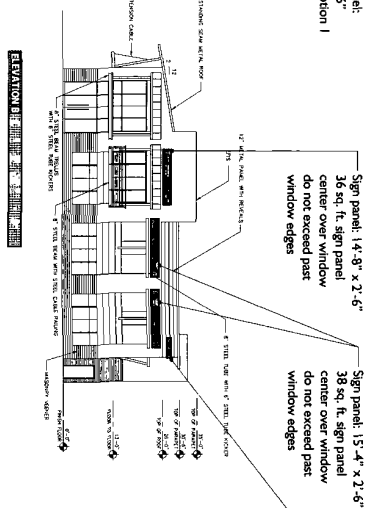
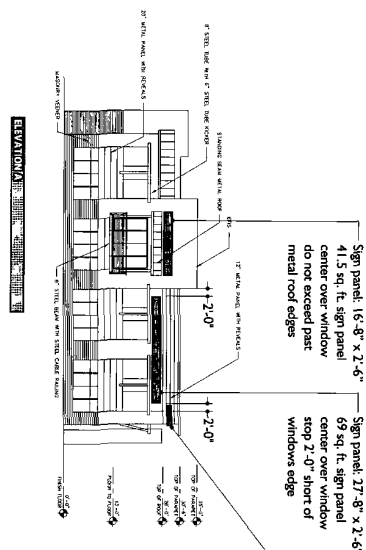
CORPORATE CENTER AT DC RANCH

Page #: 8 Date: 04/20/07  
Prepared by: KAL

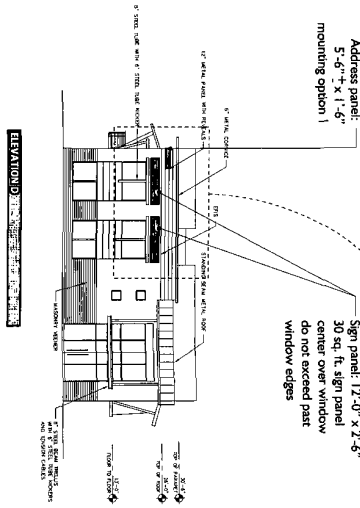
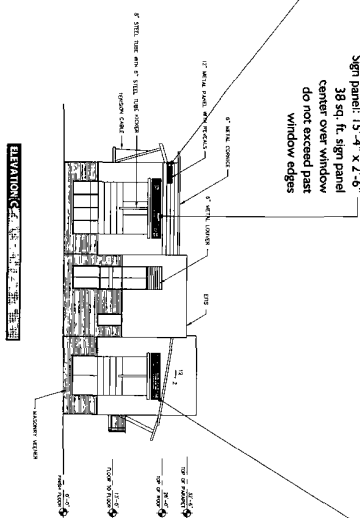
SCHEMATIC DESIGN ONLY  
SHOWN FOR INFORMATIONAL PURPOSES

TENANT SPECIFICATIONS  
OFFICE - 10,000 GSF BUILDING ELEVATIONS

Scale: 1/32" = 1' 0"



Major Tenant Example:  
A major tenant can occupy  
more than one sign space  
as long as total square footage  
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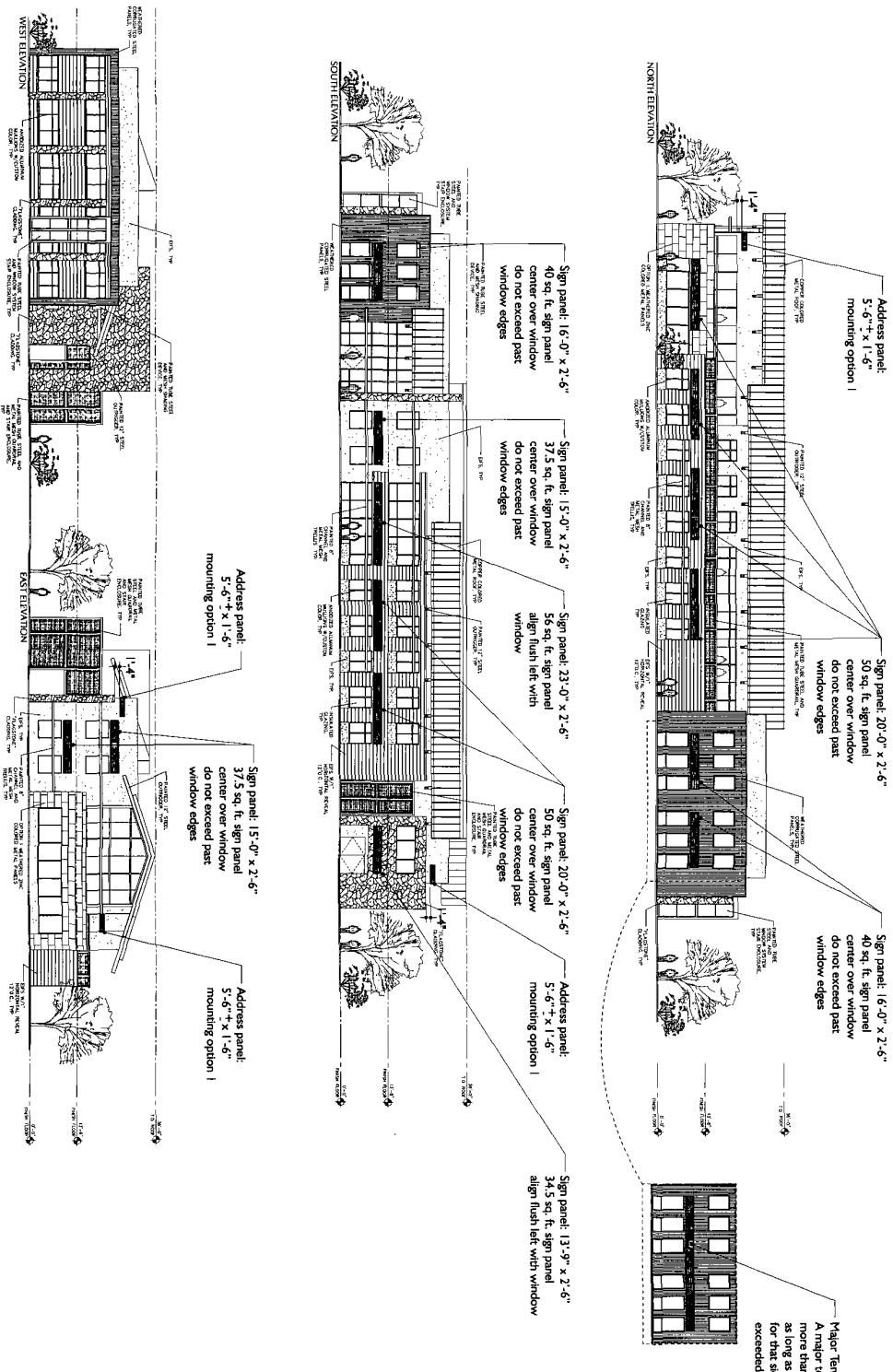


Technical drawing of a window assembly with various callouts and dimensions:

- Address panel:** 5'-6" x 1'-6" mounting option |
- Sign panel:** 15'-0" x 2'-6" 37.5 sq. ft. sign panel center over window do not exceed past window edges
- Callouts:**
  - 1. EXPOSED GLASS WITH 1/2" RAY
  - 2. 1/2" WITH GLASS
  - 3. 1/2" WITH GLASS
  - 4. 1/2" WITH GLASS
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  - 100. 1/2" WITH GLASS

[illegible][illegible]

Scale: 1/32" = 1' 0"



## 7. SIGNAGE DESIGN GUIDELINES AND OTHER ACCESSORY ITEMS

### Identification Signs

Signs and graphics should assist the visitor in identifying businesses, building complexes and major tenants. The identification should be made from the adjacent roadway. Once the visitor is on site, identification signs become directional in nature.

A building mounted sign is limited to the display of the building name and addresses or the name and/or symbol of the division, department, tenant or business occupying the building, and the building address. No more than the name of three tenants or the building name should be displayed, together with the building address. No message or advertising of any kind is permitted.

Roof mounted signage will not be allowed in The Corporate Center at DC Ranch unless specifically submitted to and approved by the Covenant Commission.

Wall signs for office tenants should be located in accordance with the City of Scottsdale Sign Ordinance. Only the name and/or symbol in freestanding letters (no sign board) or letters integral with the architecture should be used.

Sign height and area shall be consistent with the City of Scottsdale Sign Ordinance and in no case may the top of the sign be closer to the roofline than twelve inches (12"). The maximum height of said sign shall be two feet (2'-0").

Ground mounted building or complex identification sign identifies a single building or a cluster of buildings which is an entity. It should not identify more than three tenants in addition to the complex namesake (i.e., The ABC Building and the Palo Verde Café).

This sign should be set perpendicular to the street. It should not interfere with sight visibility triangles.

This sign is recommended for large, multi-building sites.

This is the largest sign that may be used, and may have a maximum face as allowed by the City of Scottsdale Sign Ordinance. Height of sign may not exceed five feet (5'-0") including base. There should be no more than one such sign per frontage street per project.

This sign may contain the names mentioned above, address numbers and logo/symbol only.



## 7. SIGNAGE DESIGN GUIDELINES AND OTHER ACCESSORY ITEMS *(Cont.)*

### **Identification Signs *(Cont.)***

An entry identification sign may identify entrances to a given site. It may have the word "Enter", a logo, and/or an arrow plus the name and/or address of the building and/or major tenants (up to three tenants). This sign should be located no closer than within three hundred feet (300') of a ground mounted building identification sign.

An entry identification sign may have a maximum face of four square feet per side, excluding base, and with up to two sides. The sign should not exceed five feet (5'-0") in height, including base. Maximum of one sign per main entry into site.

Identification signage must adhere to the guidelines established in the DC Ranch Corporate Center Guidelines AND must also comply with the DC Ranch Master Sign Program.

### **Directional Signs**

These signs may direct visitors to various on-site destinations, they may display the name of the destination, building names, logo, building address, visitor parking, etc. and have arrows or other symbols. These signs may have a maximum face of eight square feet per sign, excluding base; on a maximum of two sides, and be a maximum of three feet (3'-0") in height, including base. The signs should not be readily visible from streets.

These signs may regulate traffic direction and speed, parking, etc. They include "STOP" signs, "ONE WAY" signs, speed limit signs, handicapped signs, etc.

These signs must meet city standards for face size, face design, reflective qualities, height, and other uniformities which make them instantly recognizable as traffic signs. However, it is encouraged that the signs have uniform material and background color and utilize the same base and mounting system utilized on other signage on the site.

Common signage should be consistent with the entire corporate center and also in compliance with DC Ranch Signage Guidelines. Refer to the "Accessory Items" section of the Desert Parks Village Community Design Book Guidelines.

All traffic, pedestrian and parking signage will conform to the Corporate Center at DC Ranch Guidelines and the DC Ranch Master Sign Program. Final Designs for directional signage must be reviewed and approved by the DC Ranch Covenant Commission.

## 7. SIGNAGE DESIGN GUIDELINES AND OTHER ACCESSORY ITEMS *(Cont.)*

### **Material**

All sign posts and panels should be of a permanent, quality construction of: aluminum, copper or sheet metal, if painted; paint with a fade-resistant, durable, exterior finish; edges should be eased with no visible welds, natural stone or concrete with free-standing letters or letters cast into sign are also recommended. Panels should be plumb and square with no bows or warps. Exposed bases should have a smooth, durable, even architectural finish. Sign Posts and panels should be similar to those used in the residential portion of Desert Parks Village (stop signs, street signage, etc.).

### **Illumination**

Detached identification signs may be illuminated by continuous and uniform internal illumination, or ground lighting which meets the current Dark Sky and FAA Ordinance.

Identification wall signs may be illuminated by internal illumination or back lighting provided that the color and intensity of such lighting appears as an integral part of the overall architectural and site concept.

Exposed neon or argon signage should be limited to retail uses only, unless it is integral to the architectural design concept for a commercial building.

No sign illumination should cause a glare which will be visible from any street, access drive, or adjoining use.

### **Setbacks**

All sign setbacks, except on-site directional signs shall conform to the City of Scottsdale Sign Ordinance.

### **Setting**

Signs should be integrated into the landscape. For this reason, ground mounted signs are encouraged whenever practicable. Care must be taken to integrate free-standing signs into planting areas or to have clean base connections when in paved areas.

### **Related Guidelines**

Refer to the "Accessory Items" section of the Desert Parks Village Community Design Book Guidelines.